

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “Incredible India” magazine, Feb 09 – Mar 09 issues, through M/s. Livewires Advertising – Publication Charges – Amount Sanction of Rs. 2,00,000/- - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 326

Dated: 31-03-2009

Read the following:

- 1 Govt. Lr.No.3981/PMU/DDC/2008, YAT&C (PMU) Department. dt. 15.10.2008.
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 G.O.Rt.No.1897, Finance (B.G.III) Department, Dt.31.03.2009
- 6 Release Order No.264/Display-PP/Advt.I-2/2008-09, I&PR Department, dt.23-10-2008.
- 7 Bill No. Advt-531, dt. 20.02.2009 of M/s. Livewires Advertising Pvt, Ltd, Hyderabad.

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ORDER:

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, A.P. Tourism & Culture Department has hosted Pacific Asia Travel Association (PATA) 2008, the prestigious travel mart event in Hyderabad, keeping in view, this Department released advertisements for post PATA Publicity to publish in “Incredible India” magazine, Feb 09 – Mar 09 , through M/s. Livewires Advertising Agency, which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs. 2,00,000/- vide letter 6th read above for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.2,00,000/- (Rupees Two Lakhs only) towards publication of the advertisement in “Incredible India” magazine, Feb 09 – Mar 09.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (12) – Advertisements for Promotion of Tourism – 260 – Advertisements, Sales & Publicity Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 2 above, in favour of M/s. Livewires Advertising Pvt, Ltd, Hyderabad, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**D. LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT**

To,
M/s. Livewires Advertising Pvt, Ltd, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER